



LENDY'S / WEBSITE & PHOTOGRAPHY PRICING PROPOSAL

OCTOBER 22, 2024



INTRODUCTION

About Us:

- Established in 1967
- Clients in 50 States/23 Countries
- Five offices – VB. RVA. DC. NYC.
- Number of full time employees – 65
- Number of coffee makers – 43
- Official snack – [Chocolate Chip Cookies](#)

Our In-House Capabilities:

- Creative & Branding Services
- Web Design and Development
- Audio Production
- Video Production
- Account Services
- Digital Services
- Print Design and Production
- Media Services
- Social Media Management
- Photography
- Public Relations
- Accounting

WEBSITE DESIGN AND DEVELOPMENT

Including FREE Hosting and Maintenance!

Design

Our team of graphic designers will create a minimum of three mockups for the website to include the home page. Designers will make any and all revisions requested by the client.

Development

Once the mockup is approved by the client, the project developer will take all of the individual graphic elements from the mockups and use them to create the actual, functional site. Elements such as the CMS, interactive contact forms, and Search features are implemented and made functional during this phase, as well.

Copywriting

Our copywriter will work with the client to write compelling SEO friendly copy for the pages of the website.

Page Styling Modifications:

We will use existing content and any other text or imagery content that the client can provide, and style each page to be consistent in look and feel.

Initial SEO/SEM:

To get site noticed and ranking on all major Search Engines like GOOGLE, BING, and YAHOO. The basic package includes: Google Analytics Integration, Keyword Research & Meta Tags, Robots.txt file integration, XML Site Map Creation, Verification of your site with Google Webmaster Tools.

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Testing/Delivery/Training:

The site will be thoroughly tested - viewing differences between different web browsers, ensuring that the website is optimized to be viewed properly in the most recent browser versions/mobile devices – referred to as responsive design. **NO COST**

Hosting:

Studio Center can host the client site on our Google Cloud-Based Server at **NO COST** to you.

Ongoing Support and Site Maintenance:

Content management system updates, javascript updates, server maintenance and upgrades, secure certificate renewals, LAMP stack updates and upgrades. *(Does not include actual content additions or change in the original scope of work.)* **NO COST**

PHOTOGRAPHY

Scope of Work/Deliverables:

Photo Shoot

One Day of Photography at Client's Location

½ Day at each location within the same day.

Studio Center will Provide:

Production:

- Still Photography
- Location Photography
- Food & Beverage Shots
- B-Roll of Team
- Atmosphere shots

Post Production:

- Photography Edits
- Color Correction
- Link to downloadable deliverables

Client will Provide:

- Access to Location for shooting
- Additional People in background as guests
- All Food & Beverage items to shoot

PRICING SUMMARY

Website Design & Development **\$ 10,000**
Including up to 10 pages

One Day Photography Shoot (2 locations) **\$ 2,000**
½ day at each location

GRAND TOTAL: **\$ 12,,000**

Half Cash & Half Trade: **\$ 6,000 Cash & \$ 6,000 Trade.**

Thank you for the opportunity to submit a proposal. We look forward to working with you!

Accepted by:

Client

Date

Studio Center

Date

Estimate valid for 10 days from 10/22/24

THANK YOU!

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